

## **CLOTHING SALES STRATEGY AT ANEKATEX SHOP WITH E-CRM CONCEPT**

**Winda Pratiwi<sup>1\*</sup>, Muhammad Amin<sup>1</sup>, Pristiyanilicia Putri<sup>1</sup>**

<sup>1</sup>Information System, Universitas Royal  
*email: \*windapратиwi422@gmail.com*

**Abstract:** Toko Anekatex is a business engaged in fashion in women, men, children, such as school uniforms, nightgowns, other gamis located on Jalan Dr. Sutomo No. 41 in Kisaran city In maintaining a more advanced competitiveness, the company must apply technology. In an effort to manage good relationships with prospective and existing customers, the store uses Customer Relationship Management (CRM). CRM is a service to customers that is personalized, with the aim of providing a consistent experience, so as to provide customer satisfaction, and also get good relationships in the long term. The purpose of this research is to apply CRM using information technology to produce a web-based E-CRM system. After implementing E-CRM at the Anekatex store, it can make it easier for customers to order products and with the E-CRM feature can maintain relationships between the store and customers and can also increase customer loyalty.

**Keywords:** e-crm; sales; strategy.

**Abstrak:** Toko Anekatex merupakan usaha yang bergerak dalam bidang fashion pada wanita, pria, anak-anak, seperti halnya seragam sekolah, baju tidur, baju gamis lainnya yang berada di Jalan Dr Sutomo No 41 kota Kisaran Dalam mempertahankan daya saing yang lebih maju, maka perusahaan harus menerapkan teknologi. Dalam upaya pengelolaan hubungan yang baik dengan calon dan pelanggan yang sudah ada maka pihak toko menggunakan Customer Relationship Management (CRM). CRM merupakan suatu pelayanan terhadap pelanggan yang bersifat personal, dengan bertujuan memberi pengalaman yang konsisten, sehingga dapat memberikan kepuasan pelanggan, dan juga mendapatkan relasi yang baik dalam jangka waktu panjang. Tujuan penelitian ini yaitu menerapkan CRM menggunakan teknologi informasi sehingga menghasilkan sistem E-CRM berbasis web. Setelah menerapkan E-CRM pada toko Anekatex dapat mempermudah customer dalam melakukan pemesanan produk dan dengan fitur E-CRM dapat menjaga hubungan antara pihak toko dengan pelanggan serta juga dapat meningkatkan loyalitas pelanggan.

**Kata kunci:** e-crm; penjualan; strategi.

### **INTRODUCTION**

Business competition is getting tighter and as time goes by very fast accompanied by technological developments which also affect changes in people's lifestyles. With the development of

technology and information both in the world of education and the business world, all elements are required to always be able to keep up with the development of information technology. One of the growing businesses in Indonesia is the fashion business, which is considered not

only as a clothing industry which is a basic human need [1] [2]. The fashion industry also has an important role because of its enormous contribution to the economy, due to the large ability of the fashion industry and the increasing national income and export value, fashion is a favored subsector in Indonesia's creative economy [3].

The ANEKATEX shop, which is located at Jalan Dr. Sutomo No. 41 in Kisaran, is a business engaged in fashion for women, men and children, such as school uniforms, nightgowns, gamis, and others. This ANEKATEX shop does not yet have a website, as an information tool to disseminate its shop so that many people do not know about this ANEKATEX shop. Customers who want to buy these clothes must first come to the store to make a purchase, so they have not exceeded the target market, coupled with the absence of information sources when customers want to buy the product they are looking for then the product they are looking for does not exist, it causes disappointment for customers, so customers can switch to another store.

Every month there is an increase and decrease in the number of products. With conditions that experience instability, the ANEKATEX Store can retain existing customers and find new customers. This is certainly not easy, many factors cause this to happen. These factors include the ordering process carried out by customers.

ANEKATEX stores do not yet have another way to place an order if the customer does not have time to come directly to the store. This is one of the conditions that must be addressed by the ANEKATEX shop. Not only that, another obstacle is also when making buying and selling transactions carried out by shop owners and customers. Namely cal-

culating the amount of goods that only use a calculator as their tool and proof of purchase still uses ordinary receipts, so this is very ineffective and efficient and very vulnerable to losing customer data. Once the purchase process is complete, there is no more communication between the customer and the shop owner.

In the increasingly fierce business competition, companies need to realize that customer decisions to buy goods are based on product quality, competitive prices, and good service quality [4]. With the increasingly fierce competition between companies in getting customers, many companies are competing to attract customers by providing good service to customers [5]. So that customers will become loyal to our products and maintain good relations with customers so that customers still want to shop at the store. One of them is by submitting criticism, suggestions and complaints from customers [6]. With the internet it is very easy for business people to promote their products to customers throughout Indonesia [7]. So that it can attract customers not only in the city of Kisaran. Make it easier for customers to find out information about the store, get benefits, customers feel safe and comfortable when shopping at ANEKATEX stores and have computerized customer data.

This is one of the conditions that must be addressed by the ANEKATEX shop. Not only that, another obstacle is also when making buying and selling transactions carried out by shop owners and customers. For calculating the amount of goods that only use a calculator as their tool and proof of purchase still uses ordinary receipts, so this is very ineffective and efficient and very vulnerable to losing customer data. One form of CRM that is widely used by shop owners is by having a website in their shop [8].

Website is a collection of information that is usually accessed via the internet. Everyone in various places and all times can use it as long as they are connected online on the internet network [9]. This website also helps consumers find out information on the internet. The website makes it easier to promote stores and products sold, so that customers no longer need to come to the store, just see it on the internet without having to come to the store and access it online [10].

Currently, what is more effective with internet support is Electronic Customer Relationship Management (E-CRM). E-CRM is CRM that is implemented electronically using a web browser, the internet, and other electronic media such as email, call centers, and personalization. E-CRM is a technology used in companies that can be completed online to strengthen relationships between companies and customers [11]. E-CRM is also called E Service, the formation of a merger between technology and business strategy so that Electronic Customer Relationship Management (E-CRM) is created. E-CRM makes it easier for companies to customers about what products are sold and promote them to customers. Electronic customer relationship management (E-CRM) is a strategy used by companies in carrying out approaches to customers and increasing customer satisfaction [12]. With the existence of this E-CRM application, it can help companies become aware of customer complaints to be used as input and company improvements and can make it easier to place orders online and sell products according to customer wants and needs.

The purpose of this research is to create a system using the concept of E-CRM so that sales at ANAKATEX store can be done online and E-CRM features

become a medium used to display product information, transactions, discounts, promos, vouchers and other features so as to maintain relationships between stores and customers and can also increase customer loyalty.

## METHOD

The research method used in this research is a qualitative method, a method that leads to in-depth understanding, by obtaining data through interviews and observation. The aim of qualitative research methods is to collect data accurately and completely. Research stages can be seen in the following figure 1:

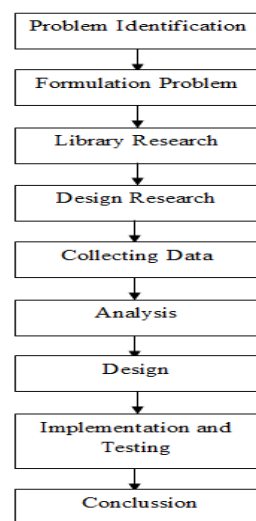


Image 1. Research Methods

Data collection was carried out by means of observation and interviews with employees and shop owners of ANAKATEK. After obtaining information and sales data, data processing is carried out using excel as initial data or input data for the E-CRM system that will be built.

## RESULTS AND DISCUSSION

### Main Menu

The main menu is a menu used by the admin to manage the E-CRM system. In this main menu, the admin can access other menus such as the customer menu, discount menu, member menu, voucher menu to the report menu.



Image 2. Main Menu

### Product View

Used by the admin to view the types of clothing products sold. Admin can add, modify and delete data.

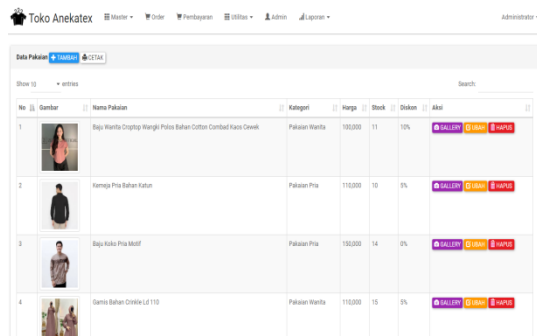


Image 3. Product View

### Customer View

This site to view all customers who have registered with the E-CRM system.

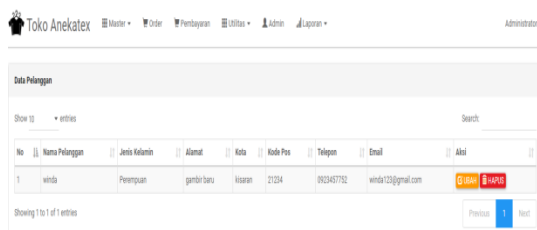


Image 4. Customer View

### Coupon Page

Used by the admin to create a coupon code with the aim that customers can use the coupon to get a discount when shopping. This is one form of E-CRM that has been implemented in this shop.



Image 5. Coupon Page

### Promo Page

Customers can choose products that have a promo label so that customers get a discount if the promo period is still available. Apart from getting coupons, promotions are also an attraction for customers, so the Anekatex store implements this as a form of E-CRM.

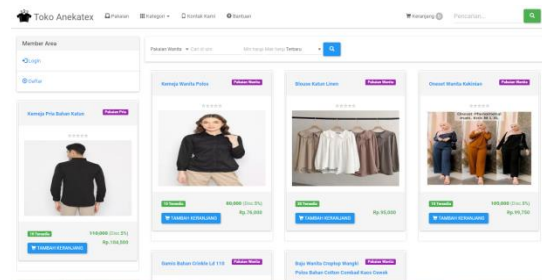


Image 6. Promo Page

### Comment Page

Used by customers to provide reviews of products that have been purchased. On this page, the shop can also see reviews given by customers so that they can be used as evaluation material by the shop to improve or develop the shop's sales or service system or even products.

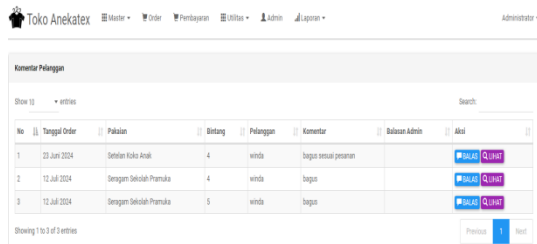


Image 7. Comment Page

**Register Page**

Used by customers to register to be registered as a member so that the account that has been created can be used to enter the E-CRM system to buy products.

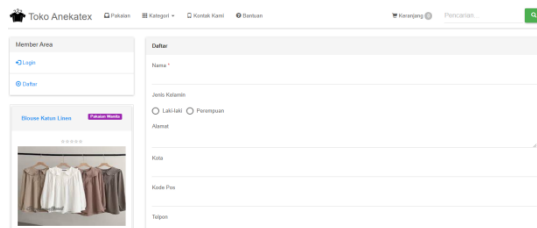


Image 8. Register Page

**Account Page**

Used by customers to view account information such as product delivery address, registered mobile number and customers can also make changes to the data.

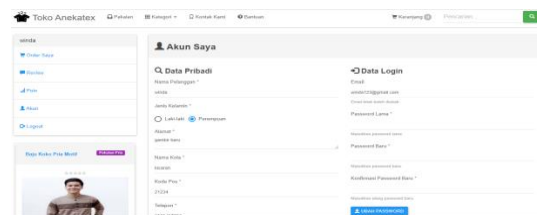


Image 9. Account Page

Before the E-CRM application is implemented on the ANEKATEX shop, testing is carried out first to ensure that the E-CRM application runs properly without any errors or errors using the black box and white box methods. The results of the black box test can be seen

in table 1.

**Table 1. Black Box Testing Result**

Testing Class	Detail of Testing
Testing of product data, categories, orders, transactions, and live chat.	Process product, category, order, transaction, and live chat data by admin.
Testing displays data on products, categories, services, orders, transactions.	Displays input results of displaying product data, categories, orders, transactions and reports by admins and customers

**CONCLUSION**

The conclusion obtained in this study is that the web-based E-CRM system created can make it easier for customers to order products and with E-CRM features can maintain relationships between the store and customers and can also increase customer loyalty.

**BIBLIOGRAPHY**

[1] S. S. Lubis, F. S. Lubis, and B. Hendrik, "Customer Relationship Management Dalam Meningkatkan Loyalitas Pelanggan Pada Doorsmeer Keluarga Nasution Menggunakan Metode Algoritma K-Means," *Jised J. Inf. Syst. Educ. Dev.*, vol. 1, no. 2, pp. 33–40, 2023.

[2] D. Pertiwi, Y. Siagian, and A. K. Syahputra, "E-CRM For Sales Of Fashion At Jannah Simpang Four Boutique," *J. Tek. Inform.*, vol. 3, no. 4, pp. 929–937, 2022, doi: 10.20884/1.jutif.2022.3.4.474.

[3] A. Rona, M. Sihombing, I. Kelana Jaya, I. S. Dumayanti, and H. Artikel, "Penerapan Customer Relationship

- Management (CRM) Pada Toko Premium Kids Berbasis Web,” *J. Ilm. Sist. Inf.*, vol. 3, no. 1, pp. 52–58, 2023, [Online]. Available: <http://ojs.fikom-methodist.net/index.php/methosisfo>
- [4] W. William and B. D. Andah, “Penerapan Electronic Customer Relationship Management (E-CRM) Dalam Upaya Meningkatkan Pendapatan Penjualan Pada PT. Cipta Aneka Buah,” *IDEALIS Indones. J. Inf. Syst.*, vol. 3, no. 1, pp. 20–25, 2020, doi: 10.36080/idealism.v3i1.1467.
- [5] I. A. Pangestu and G. T. Mardiani, “Sistem Informasi Rekomendasi Produk Dengan Pendekatan Customer Relationship Management Di Cv. Xyz,” *Komputa J. Ilm. Komput. dan Inform.*, vol. 10, no. 2, pp. 78–86, 2022, doi: 10.34010/komputa.v10i2.6807.
- [6] D. Ngelyaratan, D. Soediantono, S. Staf, K. Tni, and A. Laut, “Customer Relationship Management (CRM) and Recommendation for Implementation in the Defense Industry: A Literature Review,” *J. Ind. Eng. Manag. Res.*, vol. 3, no. 3, pp. 2722–8878, 2022, [Online]. Available: <http://www.jiemar.org>
- [7] N. A. A. Anggara, J. Hutahaean, and M. Iqbal, “Penerapan Customer Relationship Management (CRM) Dalam Sistem Informasi Penjualan Kosmetik Berbasis Web,” *Build. Informatics, Technol. Sci.*, vol. 3, no. 4, pp. 480–488, 2022, doi: 10.47065/bits.v3i4.1440.
- [8] D. P. Ramadhani, H. Syafwan, and C. Latiffani, “Penerapan Metode E-CRM Pada Toko Wati Collection,” *JATISI (Jurnal Tek. Inform. dan Sist. Informasi)*, vol. 9, no. 4, pp. 3503–3518, 2022, doi: 10.35957/jatisi.v9i4.2839.
- [9] A. M. Ariska, N. Irawati, and A. Muhazir, “Penerapan Elektronik Customer Relationship Management (E-CRM) Dalam Penjualan Roti Berbasis Web,” *J. Media Inform. Budidarma*, vol. 6, no. 2, p. 1090, 2022, doi: 10.30865/mib.v6i2.4002.
- [10] M. Warsela, A. D. Wahyudi, and A. Sulistiyawati, “Penerapan Customer Relationship Management Untuk Mendukung Marketing Credit Executive (Studi Kasus: PT. FIF Group),” *J. Teknol. dan Sist. Inf.*, vol. 2, no. 2, p. 78, 2021, [Online]. Available: <http://jim.teknokrat.ac.id/index.php/JTSI>
- [11] P. R. Siregar, N. Irawati, and I. R. Harahap, “E - CRM Penjualan Keripik Kemuning Pada Usaha Kecil Menengah (UKM),” *J-Com (Journal Comput.*, vol. 2, no. 3, pp. 195–204, 2022, doi: 10.33330/j-com.v2i3.1937.
- [12] F. Firmansyah and S. F. W. Herdin, “Pengaruh Customer Relationship Management (CRM) Terhadap Kepuasan Pelanggan Produk Sepatu Convese,” *J. Bisnis dan Pemasar.*, vol. 11, no. 1, p. 11, 2021.